

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2004

Continuing ☐

New ☒

Previous Year (below line/defer) ☐

Issue: Visual Streetscape Standards for Murphy Avenue

Lead Department: Community Development

General Plan Element or Sub-Element: Land Use and Transportation Element

1. What are the key elements of the issue? What precipitated it?

It has been over ten years since the streetscape standards for Murphy Avenue have been reviewed. The standards are found in the Murphy Avenue Design Guidelines and in policies such as the Outdoor Dining Policy for Murphy Avenue. There are a variety of types of street furniture currently displayed on the street including some businesses that have placed their own planters and decorative elements. There have also been a number of inquiries into the use of freestanding A-frame signs and banners. This study would not be a complete revamping of the Murphy Avenue Design Guidelines but would focus on the view of the street (primarily the sidewalk area) between the building faces on opposite sides of the street and would create updated policies and guidelines.

2. How does this relate to the General Plan or existing City Policy?

Land Use and Transportation Element:

Goal C1 – Preserve and enhance an attractive community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of interest, and human-scaled development.

3. Origin of issue:

Councilmember: _____

General Plan: _____

Staff: Planning

BOARD or COMMISSION

Arts ☐ Library ☐

Bldg. Code of Appeals ☐ Parks & Rec. ☐

CCAB	<input type="checkbox"/>	Personnel	<input type="checkbox"/>
Heritage & Preservation	<input type="checkbox"/>	Planning	<input type="checkbox"/>
Housing & Human Svcs	<input type="checkbox"/>		

Board / Commission Ranking/Comment:

Heritage Preservation Commission	Board / Commission ranked	1	Of	4
_____	_____	_____	_____	_____

4. Due date for Continuing and Mandatory issues (if known): _____
5. Multiple Year Project? Yes ☐ No ☒ Expected Year of Completion 2004

6. Estimated work hours for completion of the study issue.
- (a) Estimated work hours from the lead department 150
- (b) Estimated work hours from consultant(s): _____
- (c) Estimated work hours from the City Attorney's Office: 10
- (d) List any other department(s) and number of work hours:
- Department(s): Public Works 15
- Total Estimated Hours: 175

7. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes ☐ No ☒
- (b) Does this issue require review by a Board/Commission? Yes ☒ No ☐
- If so, which Board/Commission? Heritage Preservation Commission
- (c) Is a Council Study Session anticipated? Yes ☐ No ☒
- (d) What is the public participation process?

Hearings for this study will be posted on the City's web site and in the required newspaper. Outreach meetings will be conducted with property owners and business owners/operators on Murphy Avenue and the Chamber of Commerce.

8. Estimated Fiscal Impact:

Cost of Study	\$
Capital Budget Costs	\$
New Annual Operating Costs	\$
New Revenues or Savings	\$
10 Year RAP Total	\$

9. Staff Recommendation

- ☒ **Recommended for Study**
- ☐ **Against Study**
- ☐ **No Recommendation**

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

It has been over ten years since the streetscape standards for Murphy Avenue have been reviewed. The standards are found in the Murphy Avenue Design Guidelines and in policies such as the Outdoor Dining Policy for Murphy Avenue. Code enforcement issues have emerged that updated and refreshed policies could help remedy.

reviewed by

Department Director

Date

approved by

City Manager

Date